FIG. 1

100a

106

Internet

104

106

106

100n

106

Search App
Svce
Provider
Web Server

114

116

Full Text
Index

118

User
Information

SWF

106

106

102a

SWF

108a

Product
Information

112a

Customer
Information

110a

Full Text
Index

Merchant
Web Server

102n

SWF

108n

Product
Information

112n

Customer
Information

110n

Full Text
Index

Merchant
Web Server

FIG. 2

110 — Full Text Index

202 — Search Engine

200 — User

204 — Ranking Module
Apply formula that ensures that documents with SWF will be ranked higher.

Search Term

Ranked list of results

List of results DocID Ranked by Text Factors

Ranked List of results based on the SWF and other rank factors

FIG. 3 cont

FIG. 3

202 — Search Engine

302 — Use equation 1) to obtain list of products and/or services with the highest rank factors score

304 — Other Rank Factors

306 — Identify products on the list with SWF

308 — SWF

310 — Is there more than one product with a SWF?

Yes → 312 — Apply SWF in formula 2) to multiple items with SWF (See fig 4)

No → 314 — Apply Formula 2) to the one product

316 — Return ranked list of results

318 — End

FIG. 4

400 — Start

402 — list of items from step 312 in Fig 3.

404 — Get sub-list of items from step 402 with SWF>0

406 — Apply Formula 2) to elements in sub-list from 404

408 — Get sub-list of first Nt top items from list of step 406

410 — Set SWF to zero to all elements in list from step 402 that are not in list from step 408

412 — Apply Formula 2) to elements in list from step 410

414 — Return

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Searched the web for

1.

2. Laptop

3.

4. → 5

5. Laptops → 6

6. Linux Laptop → 7

7. → 8

8. → 9

9. IBM Affordable Mobility - Thinkpad R Series
Description: Get an IBM Thinkpad R Series notebook today and take advantage of this limited time offer.
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FIG 5